2004 Study Tour

The Influence of Workspace on Innovation

CSC'S RESEARCH & ADVISORY SERVICES

EXPERIENCE. RESULTS.

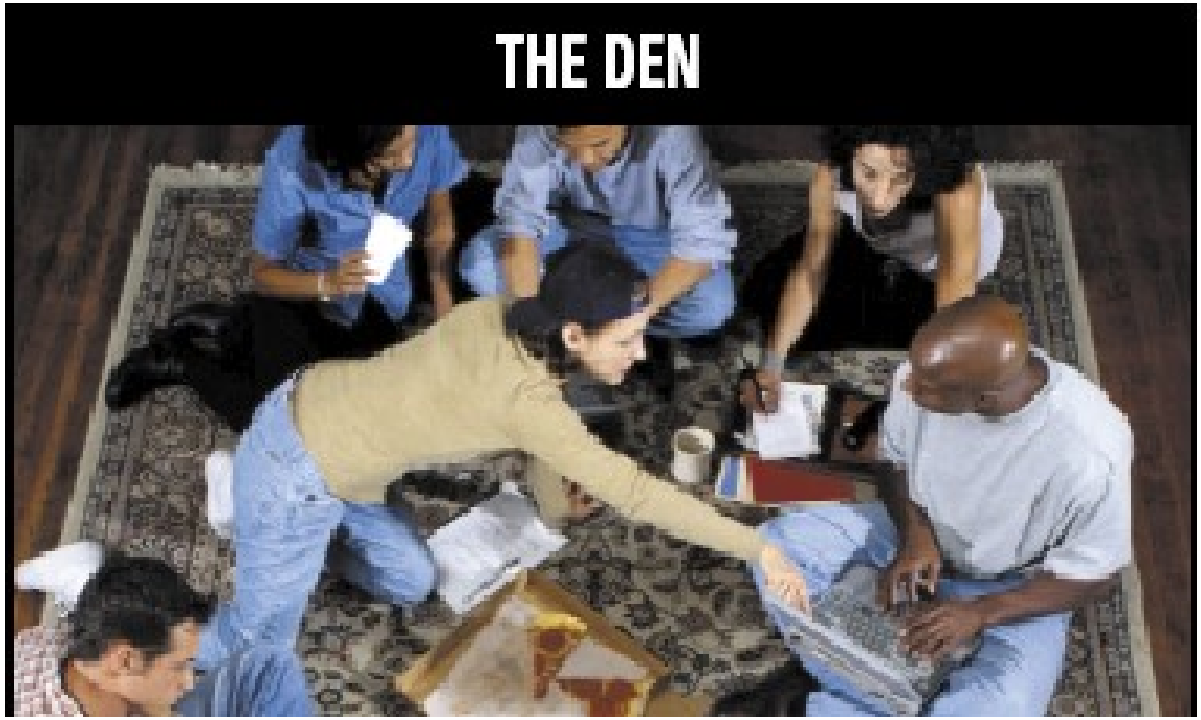
The familiar office is reassuring but is not stimulating

- The familiar workspace is one of standards and conformity, where space allocation, furniture, colors and layout are strictly regulated.
- Homogeneity and consistency are the watchwords.

CSC Research Journal November 2000

Innovative work needs creative interpr of space

EXPERIENCE. RESULTS.



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Most corporations recognise the need to change the office layout, but do nothing

80% of respondents said that, in the main, their physical space is

organized in traditional cubicle and office layouts with just small

areas devoted to hotdesking. So while the consciousness has been

raised, real change has been slow to follow. Apparently, workplace

change is much easier said – and called for – than done.

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Go-Fly

You can use the environment to underline and accentuate certain behaviors, to emphasize values, and to encourage and discourage certain behaviors.

David Magliano, Marketing Director

FranklinCovey

To me environment is everything. I think people are more productive, more creative, when their environment is beautiful and relaxed. It opens up all those channels of the best ideas inside of them. I think every human being deserves to have the environmental support. It feeds the spiritual needs of the human; it feeds the mental needs, the emotional needs and definitely comforts the physical needs.

Lynn Frost, Vice President of Product Innovation

You should consider different types of workspace

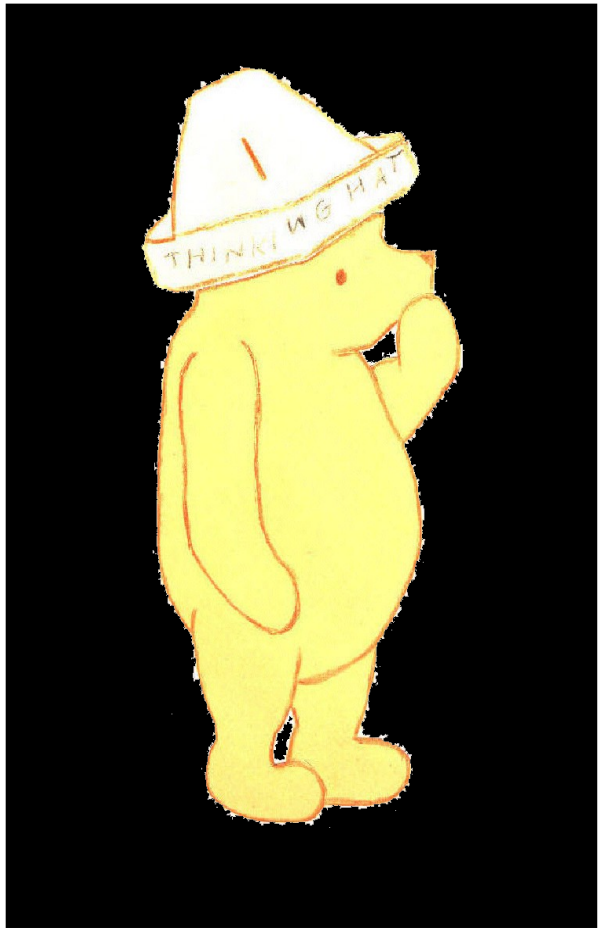
- Accessible, casual meeting space
- Space for quite reflection
- Team space
- Employee-only space
- Customer-contact space
- Space for individual expression
- Game or relaxation area

There are times when it is essential to be able to think differently

Here is Edward Bear, coming downstairs now, bump, bump, bump, on the back of his head, behind Christopher Robin.

It is as far as he knows the only way of coming downstairs, but sometimes he feels that there really is another way, ***if only he could stop bumping for a moment and think of it.***

A A Milne

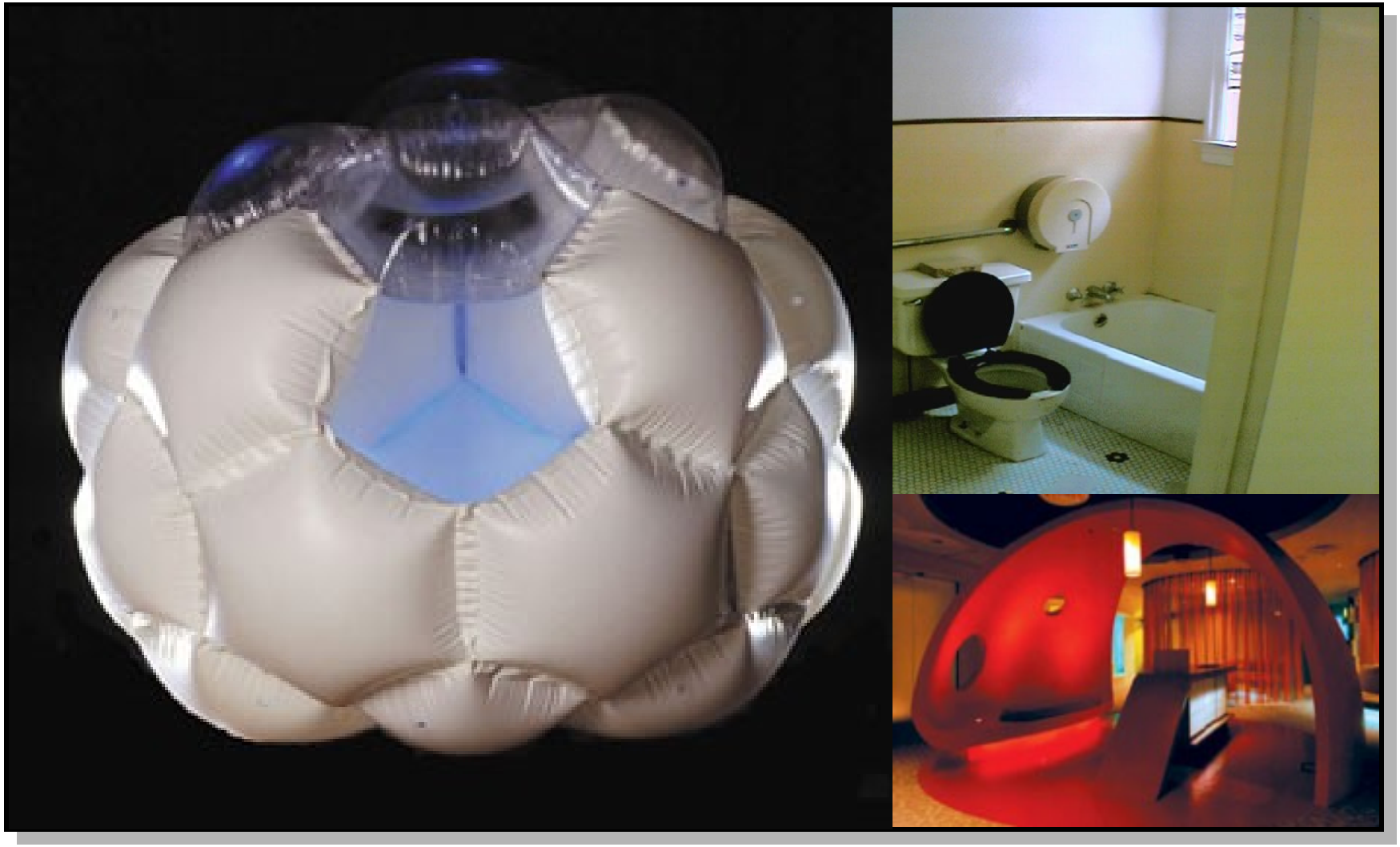


With thanks to Howard Wright

Immersive spaces

- Particularly product focus
- Primarily ‘sales’ environm
- Tend to be relatively ‘stat
- High maintenance cost
- Don’t seem to be used fo

Thinking spaces



Cut off from as many external distractions as possible

Creativity spaces

- Typically open spaces
- Flexible
- Moveable walls
- Not many around

Japanese Creativity Room

Accelerated Solution Environment (ASE)

Howard Wright's key learnings

- **'Environment conditions thinking':**
  - **People take cues from their surroundings**
  - **If you want people to think and act differently, put them in a different 'place'**
- **The importance of transition:**
  - **Move people's mindset from today's problems and issues**
- **The power of anonymous brainstorming:**
  - **Level the playing field**
  - **Senior managers 'listen' more**
- **The necessity of 'accelerated thinking':**
  - **Facilitated leadership is key**

There are other ways .....

At The Tech -

- **Try anything - Try everything**
- **Be open minded - Be critical**
- **Share thoughts on your current workspaces**
- **Consider the workspaces that we have seen on this Study Tour so far**
- **‘Design’ your new workspaces**
- **Do they already exist in your workplace?**
- **How can you create them in your workplace?**

Let’s go …….

EXPERIENCE. RESULTS.

An example from the UK's Royal Mail v

- Pilot Lab opened in 1998
- 50/50 split product showcase/creativity space
- 8,000 visitors in 4 years
- 3.5 million great ideas!
- Designed to create a shared understanding of the future

An example from the UK's Royal Mail v

- Wall to wall – ceiling to floor whiteboard
- Anonymous brainstorming software
- Make it real – cut and stick area
- Displays and demonstrations